

## **IN THE CLAIMS:**

The following is a current listing of claims and will replace all prior versions and listings of claims in the application. Please amend the claims as follows:

1-81 (Canceled)

82. (Currently Amended) A method ~~for displaying images of an object~~, comprising:  
~~sending over a mobile telephone system one or more images of the object to a mobile receiver device, said receiver device comprising a screen for displaying the one or more images;~~  
a wireless telephony device operating in a first display mode that permits displaying images in a display area that includes a foreground display portion and a background display portion, wherein the operating includes:  
  
~~displaying a first image of the object on the screen, at said receiver device, for possible selection, as a~~ in the background display portion perspective;  
  
in response to a selection of the first image, displaying a second image advancing the first image of the object to a in the foreground display portion perspective on said screen if the image is selected; and  
  
in response to receiving an incoming phone call or initiating an outgoing phone call, the wireless telephony device switching from the first operating mode to a second operating mode, wherein the second operating mode does not include displaying the display area.  
  
~~providing, in the receiver device, at least one other selectably displayable image of a foreground perspective of the selected object and manipulating, at the receiver device in use, said one or more images of the object without the need for a feedback path to the mobile telephone system.~~

83. (Currently Amended) A method[[,]] according to claim 82, wherein ~~said step of sending one or more the first image[[s]] is received as a to a receiver device includes sending a constructable sets of parts\_ of each image to said receiver and constructing each set of parts to form each image.~~

84. (Currently Amended) A method[[,]] according to claim ~~83~~ 82, wherein displaying said second image comprises displaying the first image from a selectable direction.~~step of sending a constructable set of parts of each image includes: sending a wire frame specification for a wire frame representative of the shape of the object that the image is intended to represent; and sending a textured skin specification for the provision on the wire frame of a textured skin representative of the appearance of the object the image is intended to represent.~~

85. (Currently Amended) A method[[,]] according to claim ~~84~~ 82, wherein displaying said second image comprises displaying the first image from a selectable distance.~~said step of sending a wire frame includes sending a specification of the points of a starting mesh and sending dividing means arranged successively to divide the mesh to provide a frame having the shape of the object.~~

86. (Currently Amended) A method[[,]] according to claim ~~83~~ 82, wherein said first image is representative of an object being advertised, and said second image is representative of the same object.~~the providing step is achievable by viewing the constructed image from a selectable direction.~~

87. (Currently Amended) A method[[,]] according to claim ~~83~~ 82, wherein said first image is the same as the second image.~~providing step is achievable by viewing the constructed image from a selectable distance.~~

88. (Currently Amended) A method[[,]] according to claim 82, wherein said ~~sending step~~ includes supplying first image comprises a representation of a first photograph of the object.

89. (Currently Amended) A method[[,]] according to claim 82, wherein said ~~providing step~~ supplying, to the receiver device, at least one second image comprises a representation of a second photograph of the object, ~~from a different viewpoint.~~

90. (Currently Amended) A method[[,]] according to claim 82, wherein said wireless telephony device is configured to ~~object is one of a plurality of objects, and the method further comprises mov[[ing]]e images of each of the plurality of objects across [[a]] the background display portion area until selected for foreground display in the foreground display portion.~~

91. (Currently Amended) A method[[,]] according to claim 82, wherein said ~~advancing step~~ includes: increasing the size of the second image is greater than the size of the first image,[[;]] and wherein causing the first second image to obscure any image which it overlaps and which that is still in the background display portion.

92. (Currently Amended) A method[[,]] according to claim 82, wherein the operating further includes the wireless telephony device, in response to a selection of the first image, displaying a third image in the background display portion and removing the first image from the background display portion. ~~said displaying step includes: substituting said second image for said first image; increasing the size of said second image; and causing said second image to obscure any image which it overlaps and which is still in the background.~~

93. (Currently Amended) A method[[,]] according to claim 86 82, further comprising storing state information in response to the wireless telephony device receiving the incoming phone call or initiating the outgoing phone call, wherein the state information is representative of at least one of: the first image, the second image, the state of the foreground display portion, and the state of the background display portion. ~~wherein said displaying step includes: substituting said second image for said first image; increasing the size of said second image; and causing said second image to obscure any image which it overlaps and which is still in the background.~~

94-97. (Canceled)

98. (Currently Amended) A method[[,]] according to claim 82, further comprising: ~~wherein the step of advancing the first image of the object to a foreground perspective includes the steps of:~~  
~~monitoring the nature of the goods represented by the objects, selected for foreground display;~~  
~~detecting the direction of change of the nature of a classification of a good or service represented by the first image selected goods away from the current preference; and~~  
~~providing, to the receiver, a next batch of receiving additional images for display that are selected using the whose classification is moved, from the current preference, in the detected direction.~~

99. (Currently Amended) A method[[,]] according to claim 82, wherein the first image is representative of a first object for display on the screen is one of a plurality of objects, and wherein the sending step comprises transmitting wireless telephony device receives the first image as part of a set of images that comprises additional images representative of other objects of relating to the plurality of objects to the mobile receiver device upon receiving a request from the receiver device.

100. (Currently Amended) A system<sub>1</sub> for displaying images of an object, said system comprising:

a ~~mobile wireless~~ receiver device, said receiver device comprising a screen for displaying one or ~~more~~ configured to receive a first image[[s]];

~~transmission means, operative to transmit, over a mobile telephone system, the one or more images of the object to said receiver device;~~

a display;

a processor; and

memory coupled to the processor, the memory having stored thereon instructions executable by the processor to cause the system to:

~~means, at said receiver device, to~~ operate in a first display mode in which [[a]] the first image of the object, as a is displayed in a background portion of the display perspective, on a screen for possible selection;

~~advancing means to advance the first~~ in response to a selection of the first image, display a second image of the object to a in a foreground portion of the display perspective on said screen if the image is selected; and

in response to a state change event that causes the system to change from the first operating mode to a second operating mode in which the background portion and foreground portion are not displayed by the system;

store state information usable to re-display at least a portion of the information in the background portion and foreground portion; and

switch from the first operating mode to the second operating mode.

~~providing means to provide, in said receiver device, at least one other selectably displayable image of a foreground perspective of the selected object wherein the receiver device is capable of manipulating the one or more images of the object without the need for a feedback path to the mobile telephone system.~~

101. (Currently Amended) A system[[,]] according to claim 100, wherein ~~the system is configured to receive the first image as a constructable sets of parts\_ of each image to said receiver device and means for constructing each set of parts to form each image.~~

102. (Currently Amended) A system[[,]] according to claim ~~101~~ 100, wherein displaying said second image comprises displaying the first image from a selectable direction. ~~constructable set of parts of each image includes: a wire frame specification for a wire frame representative of the shape of the object that the image is intended to represent; and a texture skin specification for the provision on the wire frame of a textured skin representative of the appearance of the object the image is intended to represent.~~

103. (Currently Amended) A system[[,]] according to claim ~~102~~ 100, wherein displaying said second image comprises displaying the first image from a selectable distance. ~~wire frame specification includes a starting mesh specification of the points of a starting mesh and dividing means arranged successively to divide the mesh to provide a frame having the shape of the object.~~

104. (Currently Amended) A system[[,]] according to claim 100, wherein the wireless receiver, processor, and memory are within a wireless telephony device. ~~including means to display said at least one other selectably displayable image of a foreground view of the object by viewing the constructed image from a selectable direction.~~

105. (Currently Amended) A system[[,]] according to claim ~~100~~ 104, wherein the state change event comprises at least one of the system receiving an incoming phone call, and the system initiating an outgoing phone call. ~~including means to display said at least one other selectably displayable image of a foreground view of the object by viewing the constructed image from a selectable distance.~~

106. (Currently Amended) A system[[,]] according to claim 100, wherein said first image is transmission means includes means to provide a representation of a first photograph of the object.

107. (Currently Amended) A system according to claim 100, wherein said second image is providing means includes sending means for sending, to the receiver device, at least one a representation of a second photograph of the object, from a different viewpoint.

108. (Currently Amended) A system[[,]] according to claim 100, wherein said system is configured to object is one of a plurality of objects, images of each of the plurality of objects being move[[able]] images across [[a]] the background portion area until selected for foreground display in the foreground portion.

109. (Currently Amended) A system[[,]] according to claim 100, wherein said advancing means comprises: means for increasing the size of the second image is greater than the size of the first image,[[;]] and means to cause wherein the first second image to obscure any image which it overlaps and which that is still in the background portion.

110. (Currently Amended) A system[[,]] according to claim 100, wherein the operating further includes the system, responsive to a selection of the first image, displaying a third image in the background portion and removing the first image from the background portion. said providing means comprises: means to substitute said second image for said first image; means to increase the size of said second image; and means to cause said second image to obscure any image which it overlaps and which is still in the background.

111. (Currently Amended) A system[[,]] according to claim 104 100, wherein the instructions are executable by the processor to further cause the system to switch, after the state change event, from the second operating mode to the first operating mode such that the background portion of the display and the foreground portion of the display are representative of the saved state information. ~~said providing means comprises: means to substitute said second image for said first image; means to increase the size of said second image; and means to cause said second image to obscure any image which it overlaps and which is still in the background.~~

112. (Currently Amended) A system[[,]] according to claim 105 100, wherein said providing means comprises: means to substitute said second image for said first image is representative of an object, and said second image is representative of the same object. ~~; means to increase the size of said second image; and means to cause said second image to obscure any image which it overlaps and which is still in the background.~~

113. (Currently Amended) A system[[,]] according to claim 105 100, wherein said first image is the same as the ~~providing means comprises: means to substitute said second image, for said first image; means to increase the size of said second image; and means to cause said second image to obscure any image which it overlaps and which is still in the background.~~

114. (Currently Amended) A system[[,]] according to claims 100, wherein the first image is an advertisement of a good or service. ~~said receiver device comprises a fixed program for displaying images; said fixed program being operative to accept, display, move and allow manipulation of all images of objects as equivalent entities, irrespective of what any particular image might be.~~

115-117. (Canceled)



118. (Currently Amended) A system[[,]] according to claim 100, wherein the instructions are executable by the processor to further cause the system to: ~~including:~~

~~monitoring means, operative to monitor the nature of the goods represented by the objects,~~  
~~selected for foreground display;~~

~~trend detection means, operative to detect the direction of change of the nature of a classification~~  
~~of a good[[s]] or service represented by the first image, selected for foreground display,~~  
~~away from the current preference; and~~

~~selection means, operative to provide, to the receiver device, a next batch of receive images for~~  
~~display that are selected using the whose classification is moved, from the current~~  
~~preference, in the detected direction.~~

119. (Currently Amended) A system[[,]] according to claim 100, wherein the first image is  
representative of a first object for display on the screen is one of a plurality of objects, wherein  
the system receives the first image as part of a set of images that comprises additional images  
representative of other objects of the plurality of objects. ~~said transmission means being arranged~~  
~~to transmit a set of images relating to the plurality of objects to the mobile receiver device upon~~  
~~receiving a request from the receiver device.~~

120. (Currently Amended) A system[[,]] according to claim ~~400~~ 104, wherein said ~~receiver~~  
~~device~~ wireless telephony device comprises a mobile telephone handset or a [[P]]personal  
[[D]]digital [[A]]assistant.

121. (Canceled)

122. (Currently Amended) A system[[,]] according to claim 100, wherein said first image is  
received using the World Wide Web. ~~transmission means comprises an Internet transmission~~  
~~device and wherein said receiver device comprises a receiver of Internet images.~~

123-129. (Canceled)

130. (New) A system, comprising

a wireless transmission interface configured to communicate with a receiving device;

a server coupled to the transmission device, the server including:

one or more processors; and

memory coupled to the one or more processors, the memory having stored thereon

instructions executable by the one or more processors to cause the system to:

send a first image to the receiving device;

receive a selection from the receiving device;

send a second image to the receiving device, wherein the second image is  
determined using the selection;

in response to a state change event at the receiving device, storing at least one of  
the first image and the second image sent to receiving device.

131. (New) A system according to claim 130, wherein the instructions are executable by the  
one or more processors to further cause the system to store the selection.

132. (New) A system according to 130, wherein the receiving device is a mobile telephone,  
and the state change event is the mobile telephone receiving an incoming phone call, or the  
mobile telephone initiating an outgoing phone call.

133. (Currently Amended) A system, comprising:

first means for receiving a first image;

second means for providing a display of one or more images;

third means for:

operating in a first display mode in which the first image is displayed in a background portion of the display;

in response to a selection of the first image, displaying a second image in a foreground portion of the display; and

in response to the system receiving incoming communication or initiating outgoing communication:

storing a current state of the display; and

switching from the first operating mode to a second operating mode in which the background portion and the foreground portion are not displayed by the system.

134. (New) A computer-readable medium having stored thereon computer-executable instructions that if executed by a device, cause the device to perform a method comprising:

receiving a first image that is representative of a first object;

operating in a first display mode in which the first image is displayed in a background portion of a display;

in response to a selection of the first image, displaying a second image in a foreground portion of the display, wherein the second image is representative of the first object; and

in response to the device receiving an incoming communication or initiating an outgoing communication:

storing a current state of the display; and

switching from the first operating mode to a second operating mode in which the background portion and the foreground portion are not displayed.

135. (New) A computer-readable medium according to claim 134, wherein the method further comprises:

in response to the selection of the first image, displaying a third image in the background portion of the display, wherein the third image is representative a second object that is different than the first object; and

removing the display of the first image from the background portion of the display.

136. (New) A computer-readable medium according to claim 134, wherein the first image is an advertisement of a good or service.

137. (New) A method, comprising:

a wireless telephony device displaying advertising images on a display of the wireless telephony device, including displaying a first advertising image in a portion of the display;

in response to information indicative of a selection of the first advertising image, displaying a second advertising image in a larger portion of the display; and

in response to an event that causes the wireless telephony device to discontinue displaying of advertising images, saving information usable to re-display a current state of the display.

138. (New) A method according to claim 99, wherein the second image is representative of the first object, and wherein the additional images comprise:

a third image that is representative of a second object that is different than the first object; and

a fourth image that is representative of the second object.